

**CONSUMPTION VALUES, CONSUMERS ATTITUDE, BRAND
PREFERENCE AND INTENTION TO PURCHASE HYBRID CAR
AMONG MALAYSIAN CONSUMERS**



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ABSTRACT

This study focuses on the determinants of hybrid car purchase intention in the Malaysian automotive industry. This study conceptualizes consumption values as a multi-dimensional construct which consists of five dimensions of values, i.e. functional value, symbolic value, emotional value, novelty value, and conditional value. This study examines the relationships between consumption values, consumers' attitudes toward the hybrid car, brand preference, and intention to purchase the hybrid car. This study also examines the role of attitudes toward the hybrid car as a mediator and brand preference as a moderator of intention to purchase the hybrid car. Including both the mediating and the moderating factors in this study allows a more precise description of the relationships between all the variables mentioned and the outcome of the study. This study involves 306 respondents from the Klang Valley. Out of the 17 hypotheses tested, nine are supported. The analyses reveal positive relationships between functional value, emotional value, and consumers' attitudes toward the hybrid car and the intention to purchase it. Besides, a significantly positive relationship is found among functional value, emotional value and conditional value, and the consumers' attitudes toward the hybrid car. Consumers' attitudes toward the hybrid car mediate the relationship between functional value, emotional value and conditional value and the intention to purchase the hybrid car. On the other hand, brand preference does not moderate the relationship between consumers' attitudes toward the hybrid car and the intention to purchase it. The study also highlights the implications and limitations of the study as well as the suggestions for future research.

Keywords: consumer attitudes, hybrid car, purchase intention, structural equation modeling and theory of consumption values.

ABSTRAK

Kajian ini memfokuskan kepada faktor-faktor penentu bagi niat membeli kereta hibrid dalam industri automotif di Malaysia. Kajian ini mengkonseptualisasikan nilai penggunaan sebagai suatu konstruk multidimensi yang terdiri daripada lima dimensi nilai, iaitu nilai fungsian, nilai simbolik, nilai emosi, nilai sesuatu yang baharu, dan nilai bersyarat. Kajian ini mengkaji hubung kait antara nilai penggunaan, sikap pengguna terhadap kereta hibrid, jenama kegemaran, dan niat membeli kereta hibrid. Kajian ini juga mengkaji peranan sikap pengguna terhadap kereta hibrid sebagai faktor perantara dan jenama kegemaran sebagai faktor penyederhana terhadap niat membeli kereta hibrid. Dengan adanya faktor perantara dan faktor penyederhana dalam kajian ini, ia memberikan penerangan yang lebih tepat tentang hubung kait sesama semua pemboleh ubah berkenaan dan hasil daripada kajian tersebut. Kajian ini melibatkan seramai 306 orang responden dari Lembah Klang. Tujuh belas hipotesis telah diuji, dan didapati sembilan daripada hipotesis tersebut adalah disokong. Analisis menunjukkan wujud hubung kait yang positif sesama nilai fungsian, nilai bersyarat, dan sikap pengguna terhadap kereta hibrid dengan niat membeli kereta hibrid. Selain itu, didapati wujud hubung kait yang positif sesama nilai fungsian, nilai emosi, dan nilai bersyarat dengan sikap pengguna terhadap kereta hibrid. Sikap pengguna terhadap kereta hibrid mengantarkan hubung kait sesama nilai fungsian, nilai emosi, dan nilai bersyarat dengan niat membeli kereta hibrid. Sebaliknya, jenama kegemaran tidak menyederhanakan hubungan antara sikap pengguna terhadap kereta hibrid dan niat membeli kereta hibrid. Kajian ini juga mengetengahkan implikasi dan batasan penyelidikan serta cadangan bagi penyelidikan pada masa hadapan.

Kata kunci: sikap pengguna, kereta hibrid, niat membeli, pemodelan persamaan struktural, dan teori nilai penggunaan.

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TABLE OF CONTENTS

Title	Page
TITLE PAGE.....	i
CERTIFICATION OF THESIS WORK.....	ii
PERMISSION TO USE.....	iii
ABSTRAK.....	iv
ABSTRACT.....	v
ACKNOWLEDGEMENT.....	vi
TABLE OF CONTENTS.....	vii
LIST OF TABLES.....	xii
LIST OF FIGURES.....	xiv
LIST OF ABBREVIATIONS.....	xv
CHAPTER 1 INTRODUCTION.....	1-25
1.1 Chapter Overview.....	1
1.2 Background of the Study.....	1
1.3 Problem Statement.....	8
1.4 Research Questions.....	14
1.5 Research Objectives.....	15
1.6 Definition of Key Terms.....	16
1.7 Scope of the Study.....	17
1.8 Significance of the Study.....	18
1.9 Organization of the Thesis.....	24
CHAPTER 2 LITERATURE REVIEW.....	26-103
2.1 Chapter Overview.....	26
2.2 Green Marketing.....	26
2.3 Green Consumerism.....	33
2.4 Green Products.....	36
2.5 Green Purchasing.....	40
2.6 Green Purchase Intention.....	43
2.7 The Influence of Consumers' Attitudes toward Intention to Purchase Hybrid Car.....	57
2.8 Moderating Role of Brand Preference.....	61

2.9	The Influence of Consumer Consumption Values on Intention to Purchase Hybrid Car and Consumers' Attitude on Hybrid Car	64
2.9.1	Functional Value.....	67
2.9.2	Symbolic Value.....	70
2.9.3	Emotional Value.....	75
2.9.4	Novelty Value.....	76
2.9.5	Conditional Value.....	79
2.10	The Mediating Role of Consumers' Attitudes on the Relationships between Consumer Consumption Values and Intention to Purchase Hybrid Car.....	82
2.11	Research Model Development.....	84
2.12	Research Model.....	85
2.13	Theory Of Consumption Values.....	86
2.14	Research Hypotheses Development.....	92
2.14.1	The Relationship between Consumers' Attitudes on Hybrid Car and Intention to Purchase Hybrid Car.....	92
2.14.2	The Relationship between Functional Value and Intention to Purchase Hybrid Car.....	93
2.14.3	The Relationship between Symbolic Value and Intention to Purchase Hybrid Car.....	94
2.14.4	The Relationship between Emotional Value and Intention to Purchase Hybrid Car.....	95
2.14.5	The Relationship between Novelty Value and Intention to Purchase Hybrid Car.....	96
2.14.6	The Relationship between Conditional Value and Intention to Purchase Hybrid Car.....	97
2.14.7	The Relationship between Consumption Values and Consumers' Attitudes on Hybrid Car.....	98
2.14.8	Mediating Effect of Consumers' Attitudes on Hybrid Car.....	98
2.14.9	Moderating Effect of Brand Preference.....	100
2.15	Hypothesis Summary.....	101
2.16	Chapter Summary.....	102
CHAPTER 3	METHODOLOGY.....	104-133
3.1	Chapter Overview.....	104
3.2	Research Design.....	104
3.3	Quantitative Research Design.....	107

3.4	Operational Definition.....	109
3.5	Measurement.....	113
3.6	Study Population and Sample.....	119
3.7	Data Collection Procedures.....	122
3.8	Pilot Study.....	124
3.9	Data Analysis.....	125
	3.9.1 Descriptive Analysis.....	126
	3.9.2 Structural Equation Modeling	127
3.10	Steps of PLS Analysis.....	128
	3.10.1 Convergent Validity.....	129
	3.10.2 Discriminant Validity.....	130
	3.10.3 Path Coefficient Estimation.....	131
	3.10.4 Structural Path Significance in Bootstrapping.....	131
	3.10.5 Prediction Relevance of the Model.....	132
3.11	Chapter Summary.....	133
CHAPTER 4 DATA ANALYSIS AND FINDINGS.....		134-175
4.1	Chapter Overview.....	134
4.2	Response Rate.....	134
4.3	Demographic Profile of Respondents.....	135
4.4	Data Coding and Data Entry.....	138
4.5	Data Screening and Cleaning.....	138
4.6	Descriptive Statistics Analysis.....	139
4.7	The Rationale behind choosing PLS-SEM.....	142
	4.7.1 Assumption of Normality.....	142
4.8	Model Specification.....	143
4.9	Measurement Model.....	146
	4.9.1 Convergent Validity.....	146
	4.9.2 Discriminant Validity.....	149
4.10	Structural Model.....	153
	4.10.1 Multicollinearity Test.....	153
	4.10.2 Structural Model Path Coefficient.....	156
	4.10.3 Coefficient Of Determination.....	161
	4.10.4 Effect Size.....	162
	4.10.5 Predictive Relevance of the Model.....	165

4.11	Mediating Effect of Consumers' Attitudes on Hybrid Car.....	166
4.12	Moderating Effect of Brand Preference.....	170
4.13	Summary of the Findings.....	173
4.14	Chapter Summary.....	174
CHAPTER 5	DISCUSSION AND CONCLUSION.....	176-202
5.1	Chapter Overview.....	176
5.2	Recapitulation of the Study Findings.....	175
5.3	Discussion.....	177
5.3.1	Level of Intention to Purchase Hybrid Car and Attitudes on Hybrid Car among Malaysian Consumers.....	178
5.3.2	The Effect of Determinants on Intention to Purchase Hybrid Car and Consumers' Attitudes on Hybrid Car....	179
5.3.2.1	Consumers' Attitudes on Hybrid Car.....	181
5.3.2.2	Functional Value.....	182
5.3.2.3	Symbolic Value.....	184
5.3.2.4	Emotional Value.....	186
5.3.2.5	Novelty Value.....	187
5.3.2.6	Conditional Value.....	188
5.3.3	Mediating Effect of Consumers' Attitudes on Hybrid Car.....	189
5.3.4	Moderating Effect of Brand Preference.....	190
5.4	Contributions of the Study.....	192
5.4.1	Theoretical Contribution.....	192
5.4.2	Managerial Implications.....	195
5.5	Limitations and Future Research Directions.....	197
5.6	Conclusion.....	199
REFERENCES.....	203-255	
APPENDICES.....	256-302	
Appendix A:	Questionnaire.....	256
Appendix B:	Non-Response Bias.....	267
Appendix C:	Respondents' Demographic Profile.....	270
Appendix D:	Descriptive Statistics.....	273
Appendix E:	Data Screening and Cleaning.....	284
Appendix F:	Normality Test.....	291

Appendix G: Multicollinearity Test.....	296
Appendix H: Correlations Test.....	301



LIST OF TABLES

Table 1.1	Comparison between Hybrid Car and Passenger Car Sold in Malaysia from Year 2011 to June' 2014.....	8
Table 2.1	Correlations between Intentions and Volitional Behaviors.....	46
Table 2.2	Summary of Green Purchase Intention Research Conducted in Malaysia.....	50
Table 2.3	Summary of Studies that Used Theory of Consumption Values.....	90
Table 3.1	Summaries of Variables, Dimensions and Total Number of Items.....	112
Table 3.2	Items for Green Purchase Intention Measures.....	113
Table 3.3	Items for Consumers' Attitude on Hybrid Car Measures.....	114
Table 3.4	Items for Brand Preference Measures.....	115
Table 3.5	Items for Functional Value Measures.....	115
Table 3.6	Items for Symbolic Value Measures.....	116
Table 3.7	Items for Emotional Value Measures.....	117
Table 3.8	Items for Novelty Value Measures.....	118
Table 3.9	Items for Conditional Value Measures.....	118
Table 3.10	Summary of Variables Measures.....	119
Table 3.11	List of Showroom in Klang Valley.....	121
Table 3.12	Sample Size Allocate for Each Showroom.....	123
Table 3.13	Reliability Coefficient for Multiple Items in Pilot Study (n=30).....	125
Table 3.14	Comparison of Covariance based SEM and Variance based SEM (PLS).....	128
Table 4.1	Summary of the Total Questionnaire and the Response Rate.....	135
Table 4.2	Demographic Profile of Respondents (n=306).....	137
Table 4.3	Descriptive Statistics of the Constructs.....	140
Table 4.4	Independent Samples T-Test between Gender and Intention to Purchase Hybrid Car.....	140
Table 4.5	One-Way ANOVA between Demographic and Intention to Purchase Hybrid Car.....	141
Table 4.6	Results of Skewness and Kurtosis or Normality Test.....	143
Table 4.7	Convergent Validity Analysis.....	148
Table 4.8	Cross Loadings.....	150
Table 4.9	Discriminant Validity Analysis.....	152

Table 4.10	Correlation of the Variables.....	154
Table 4.11	Multicollinearity Test.....	155
Table 4.12	Path Coefficients and Hypothesis Testing.....	160
Table 4.13	The Effect Size of Latent Variables.....	164
Table 4.14	Predictive Quality Indicators of the Model.....	166
Table 4.15	Mediating Effect of Consumers' Attitudes on Hybrid Car.....	169
Table 4.16	Moderating Effect of Brand Preference.....	172
Table 4.17	Summary of the Findings.....	173



LIST OF FIGURES

Figure 2.1	Research Model.....	85
Figure 2.2	Conceptual Framework of Theory of Consumption Values.....	88
Figure 3.1	Research Design Chart.....	106
Figure 4.1	The Research Model.....	145
Figure 4.2	Items Loadings, Path Coefficient and R^2 Values.....	157
Figure 4.3	Path Model Significant Results (Bootstrapping).....	158
Figure 4.4	The Path Coefficient in Mediation.....	167
Figure 4.5	Moderated Relationship.....	170
Figure 4.6	Main Effect Model.....	171
Figure 4.7	Interaction Effect Model.....	172



LIST OF ABBREVIATION

AVE	Average Variance Extracted
BP	Brand Preference
CA	Consumers' Attitudes on Hybrid Car
CFA	Confirmatory Factor Analysis
CR	Composite Reliability
CV	Conditional Value
ECCB	Ecological Conscious Consumer Behavior
EV	Emotional Value
f^2	Effect Size
FV	Functional Value
LL	Lower Limit
MPV	Multi-purpose Vehicle
NV	Novelty Value
PLS	Partial Least Square
R&D	Research and Development
R^2	R Square
SEM	Structural Equation Modeling
Sig.	Significant
SPSS	Statistical Package for Social Sciences
Std.	Standard
SV	Symbolic Value
TAM	Technology Acceptance Model
TPB	Theory of Planned Behavior
TRA	Theory of Reasoned Action
UL	Upper Limit
US	United States
VIF	Variance Inflation Factor
YTD	Year to date

CHAPTER 1

INTRODUCTION

1.1 Chapter Overview

This chapter discusses issues related to green purchase intention in Malaysia. It begins with the background of the study, followed by problem statement, research objectives and research questions, scope of the study and significance of the study. The chapter ends by providing the definition of the terms and the organization of the thesis.

1.2 Background of the Study

Malaysia is one of the earliest countries in the world which is concerned about environmental issues. In 1974, Malaysia has taken a serious consideration regarding the environment by enacting the Environmental Quality Act. Later in 2009, the Malaysian government has established the Ministry of Energy, Green Technology and Water (KeTTHA) by Prime Minister Dato' Sri Mohd Najib bin Tun Abdul Razak. The mission of this Ministry is to innovate and manage resources strategically thereby ensuring availability, accessibility, reliability and affordability of energy and water services and to champion the application of green technology and to promote green economy and green living. As an effort to achieve its mission, the ministry has enacted the National Green Technology Policy. Thereafter, Malaysian government has taken an approach for the sustainability of the environment which is known as AFFIRM. This acronym stands for Awareness, Faculty, Finance, Infrastructure,

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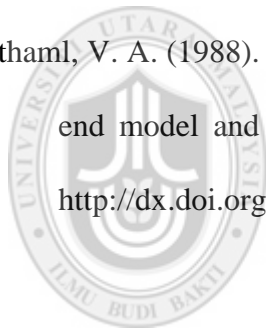
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